

Kimberly L. Horne

UX/UI Designer

Portfolio Website
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330-327-6162

PROFESSIONAL SUMMARY

Highly motivated and adaptable professional with a strong background in communications, leadership, and content creation, seeking to transition into a rewarding career as a UX Writer. With a successful track record of leading teams, crafting engaging content, and clean dynamic copy, I possess a unique blend of skills that translate seamlessly into the world of design.

KEY SKILLS

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|-------------------------------|--|--------------------------|
| ✓ Web & Mobile App design | ✓ Copywriting | ✓ Storyboarding |
| ✓ Content Creation | ✓ Qualitative/Quantitative Research and Analysis | ✓ HTM/CSS/JavaScript |
| ✓ User Testing & Interviewing | ✓ Content Strategy | ✓ Persona Creation |
| ✓ Wireframing & Prototyping | ✓ Accessibility Design | ✓ APA Style/MLA Style |
| ✓ Graphic Design | ✓ Heuristic Evaluations | ✓ Decision Flow Diagrams |
| ✓ Project Management | ✓ Leadership & People Management | ✓ Proofreading |
| ✓ Editing | | ✓ Microcopy |

KEY TOOLS

Figma | Miro | GitHub | Bootstrap | Trello | Invision | Microsoft Office | Slack | Web Content Management System | Slack | Google Tools

RELEVANT EXPERIENCE

Field Communications Specialist – Ameriprise Financial | *August 2022 – Present*

- Managed Bylines Program, producing 52 annual articles to position Ameriprise advisors as thought leaders, showcasing creativity for compelling user experiences.
- Oversaw Ameriprise Newsroom content, collaborating to enhance UI/UX design, emphasizing strong aesthetics and user-centric approach.
- Contributed to Communications team projects, offering ad hoc support and expertise, demonstrating adaptability and problem-solving.

Fraud Operations Manager – Synchrony | *March 2018 – March 2022*

- People leader of 15-20 frontline agents comprised of both Fraud Universal and Inbound Investigations teams
- Addressed individual performance and career developmental needs by delivering coaching and feedback
- Developed critical employee talent via diversity and career development programs STEP, AAN+ Steering Committee Member, and Roadmap to growth, and one-on-one mentoring with frontline associates

Technical Writer – Synchrony | *June 2018 - March 2020*

- Created compelling content by copywriting, editing, publishing, and maintaining content for the fraud knowledge management tool via Madcap Flare software, Microsoft Word, Outlook, and Excel
- Partnered with senior leaders and subject matter experts to implement and integrate processes and procedures by leading weekly stakeholder and tollgate communication calls

- Consistently delivered a clear voice across content while crafting & publishing Fraud Communication Bulletins, sending weekly emails, & managing Fraud Communications mailbox
- Executed cooperate mandate to identify, write, edit, and publish over 43 Genius job aids by facilitating and partnering with a Cross-functional team
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Site Communication Specialist – Synchrony | *June 2017 – June 2018*

- Promoted company culture and values by creating and distributing branded hub-wide communications including emails, bulletin boards, digital monitors, and websites
- Managed all internal communications, including business-wide meetings (over 1,500 employees), event planning on-site or externally, running job fairs, etc
- Created ads published in local newspapers & at sporting events liaising with marketing team
- Designed and coordinated external marketing campaigns for Synchrony local sponsorships
- Met all internal communication needs for the site by working closely with the executive leadership team

Freelance Copywriter, Editor & Beta Reader – Fiverr | August 2021-2022

- Consulted with clients to ensure brand consistency and customer's voice is consistent across
- all documentation including Beta Reading for other websites; Book reviews on Goodreads and Instagram; Copy Editing (fiction, academic course work, and business communications)
- Thoroughly reviewed copy for grammar, company style, spelling, and overall message to closely adhere to client's branding conventions

EARLY CAREER SUMMARY

Fraud Universal & Helpdesk Representative

Synchrony | *October 2014 – June 2017*

Collections Representative

Synchrony | *June 2013 – Oct 2014*

Bookstore Assistant

Kent State University Stark | *June 2011 – Oct 2014*

EDUCATION

User Experience Design Certification

University of Minnesota UX/UI Bootcamp

Bachelor of Arts in English Literature & Minor Writing

Kent State University